

FIRST COAST NEWS



WTLV-TV

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WTLV | 08/14/12 | 09/03/12 | Days of Our Lives | CM | M-F 1p-2p | MTWTF-- | :30 | 5 | \$150.00 | P-3 | 0.00 | NM | 15 | \$2,250.00 |
| | | | | Days of Our Lives | | | | | | | | | | | |
| | | | | DAYS OF OUR LIVES | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/14/12 | 08/20/12 | MTWTF-- | | 5 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 08/21/12 | 08/27/12 | MTWTF-- | | 5 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | 5 | | | | \$150.00 | | 0.00 | | | |
| E 2 | WTLV | 08/14/12 | 09/03/12 | M-F 10-11a | CM | M-F 10a-11a | MTWTF-- | :30 | 2 | \$250.00 | P-1 | 0.00 | NM | 6 | \$1,500.00 |
| | | | | Today Show 3 | | | | | | | | | | | |
| | | | | TODAY SHOW 3 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/14/12 | 08/20/12 | MTWTF-- | | 2 | | | | \$250.00 | | 0.00 | | | |

Order / Rev: 703320
 Alt Order #: 6256880
 Flight Dates: 08/14/12 - 09/03/12

Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1523

WTLV-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|----------------------------|-------|---------------------|-----|-------|----------|-----|------|------|-------|------------|
| E 2 | WTLV | 08/14/12 | 09/03/12 | M-F 10-11a Today Show 3 | CM | M-F 10a-11a MTWTF-- | :30 | 2 | \$250.00 | P-1 | 0.00 | NM | 6 | \$1,500.00 |

TOOAY SHOW 3

| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|----------------|----------|----------|------------|----------|--------|
| Week: 08/21/12 | 08/27/12 | MTWTF-- | 2 | \$250.00 | 0.00 |
| Week: 08/28/12 | 09/03/12 | MTWTF-- | 2 | \$250.00 | 0.00 |

| | | | | | | | | | | | | | | |
|-----|------|----------|----------|----------------------------|----|---------------------|-----|---|---------|-----|------|----|----|------------|
| E 3 | WTLV | 08/14/12 | 09/03/12 | M-F 11a-12p M-F 11a-12p | CM | M-F 11a-12p MTWTF-- | :30 | 5 | \$80.00 | P-3 | 0.00 | NM | 14 | \$1,120.00 |
|-----|------|----------|----------|----------------------------|----|---------------------|-----|---|---------|-----|------|----|----|------------|

COMMENTS APPLY TO SUB LINES A THRU B
 FRST CST LVNG/MILLIONA

| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|----------------|----------|----------|------------|---------|--------|
| Week: 08/14/12 | 08/20/12 | MTWTF-- | 5 | \$80.00 | 0.00 |
| Week: 08/21/12 | 08/27/12 | MTWTF-- | 5 | \$80.00 | 0.00 |
| Week: 08/28/12 | 09/03/12 | MTWTF-- | 4 | \$80.00 | 0.00 |

| | | | | | | | | | | | | | | |
|-----|------|----------|----------|----------------------|----|-------------------------|-----|---|----------|-----|------|----|----|------------|
| E 4 | WTLV | 08/14/12 | 09/03/12 | M-F 1230-1p Extra | CM | M-F 1230p-1257p MTWTF-- | :30 | 5 | \$110.00 | P-3 | 0.00 | NM | 15 | \$1,650.00 |
|-----|------|----------|----------|----------------------|----|-------------------------|-----|---|----------|-----|------|----|----|------------|

EXTRA

| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|----------------|----------|----------|------------|----------|--------|
| Week: 08/14/12 | 08/20/12 | MTWTF-- | 5 | \$110.00 | 0.00 |
| Week: 08/21/12 | 08/27/12 | MTWTF-- | 5 | \$110.00 | 0.00 |
| Week: 08/28/12 | 09/03/12 | MTWTF-- | 5 | \$110.00 | 0.00 |

| | | | | | | | | | | | | | | |
|-----|------|----------|----------|--|----|--------------------------------------|-----|---|----------|-----|------|----|----|------------|
| E 5 | WTLV | 08/14/12 | 09/03/12 | Late Night Late Night with Jimmy Fallon | CM | Late Night with Jimmy Fallon MTWTF-- | :30 | 5 | \$80.00 | P-3 | 0.00 | NM | 15 | \$1,200.00 |
| E 6 | WTLV | 08/14/12 | 09/03/12 | First Coast News Noon First Coast News Noon | CM | First Coast News Noon MTWTF-- | :30 | 5 | \$110.00 | P-3 | 0.00 | NM | 15 | \$1,650.00 |
| E 7 | WTLV | 08/14/12 | 09/03/12 | First Coast News 5p First Coast News 5p | CM | First Coast News 5p MTWTF-- | :30 | 5 | \$110.00 | P-3 | 0.00 | NM | 15 | \$1,650.00 |